

“Idoru” Digital Print on Okawara handmade Awagami Paper,

Size : 295mm x 460 mm.

Andrea Innocent (a.k.a innocentgirl), 2007.

Idoru (Japanese idol, pronounced ‘*aidoru*’), the term often refers to female performers in their late teens and early twenties who achieve fame through publicity in the mass media, young girls are often plucked by talent scouts at an early age based primarily on their looks.

In Japan the butterfly is seen as a symbol of young womanhood.

“If he’d anticipated her at all, it had been as some industrial strength synthesis of Japan’s last three dozen top female media faces. That was usually the way in Hollywood, and the formula tended to be even more rigid, in the case of software agents – eigenheads, their features algorithmically derived from some human mean of proven popularity.

She was nothing like that.

Her black hair, rough-cut and shining, brushed pale bare shoulders as she turned her head. She had no eyebrows, and both her lids and lashes seemed to have been dusted with something white, leaving her dark pupils in stark contrast. And now her eyes met his.

He seemed to cross a line. In the very structure of her face, in geometries of underlying bone, lay coded histories of dynastic flight, privation, terrible migrations.”

Except from the book “Idoru” by William Gibson, 1996, page 175.



Note : Okawara paper is made by the Awagami Factory who have been making papers for the Emperor of Japan for over 1300 years. The technique of paper making has been carried on into the present day. Okawara is made from 100% Kozo, KOZO is a member of the mulberry family, and the shrub can grow up to 3m. It is easy to cultivate and can be harvested every year. Since its fiber is thick, long and strong, it is suitable to make shoji paper, flame paper, art paper and calligraphy paper. For more information please see : www.awagami.com This print is also available in Hahnemuehle Photo Rag 308 gsm (100% acid free cotton).